

## **Abstract**

The topic of this bachelor thesis is „The image of Prague in English written tourist guides“. This thesis sets out to find the main images, which are connected with space Prague. Using the method of content analysis of two tourist guides the main images were created. These tourist guides are best-selling tourist guides about Prague in the United States of America and Great Britain. I discovered 6 of the most important images which books create about Prague. Prague is shown in guides as a post-communist country, which is slowly trying to catch the western culture. The Czech capital city is seen as well as the city with rich Jewish culture and well-preserved Jewish architecture. Prague is described as a romantic city with kind people, whose are in guide presented in the same way like the city - post-communist people who like Western trends. Czechs have some hobbies, which have survived from the past regime and they like to do things which are modern in Western societies. Prague is as well described as a safe city, where violence and crime is rare, but there are some pick-pockets and frauds.